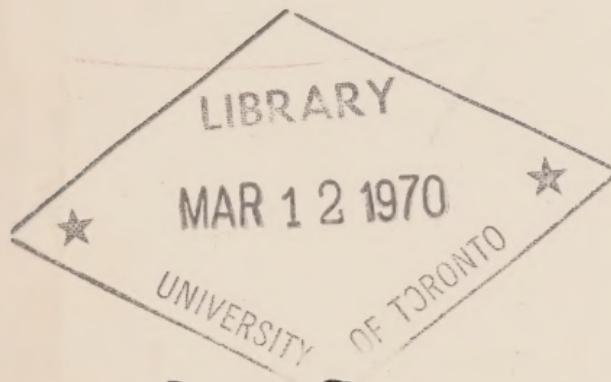


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**So - I'm living
Dangerously!**

what else is new?

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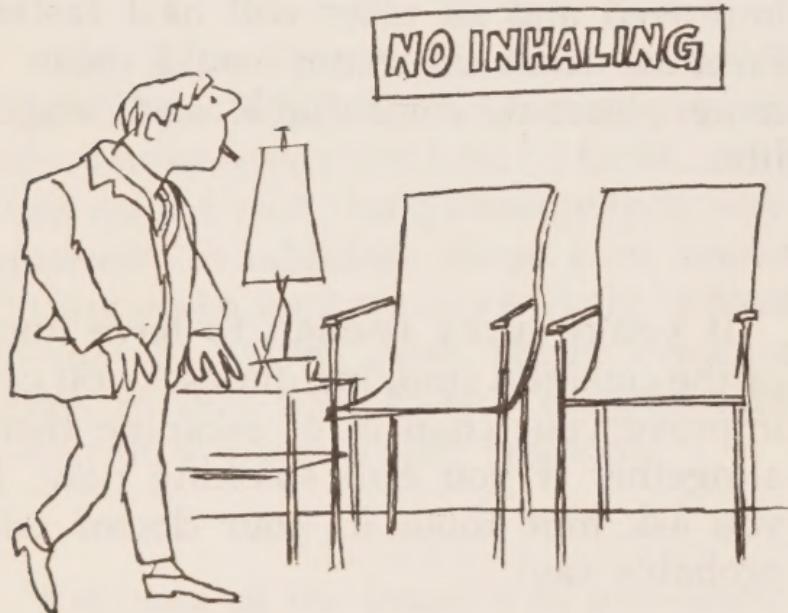
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JUST THIS

Thinking about cigarette smoking is natural when you visit your doctor. A sore throat, a persistent cough or shortness of breath may already have caused you to ease off.



Or perhaps you're expecting to have non-smoking prescribed as a good health habit on general principle.

LET'S FACE IT

CIGARETTE SMOKING IS OUT OF THE QUESTION if you have chronic lung disease (chronic bronchitis, emphysema), coronary heart disease or other diseases of the arteries, or peptic ulcer. However, even when the lungs are badly damaged, stopping smoking will slow down the disease or, at least, reduce cough and sputum. The outlook in diseases of the heart and arteries will be improved and an ulcer will heal faster. Freedom from cigarettes could mean a more pleasant, comfortable and longer life.

If you're lucky enough to have none of the cigarette smoking diseases you can improve your chances of escaping them altogether if you quit smoking now. If you ask him about it, your doctor will probably say:

"The earlier in life you start smoking, the longer you continue, the more you smoke and the more you inhale, the greater the danger."

"HOWEVER when you stop smoking, the probability of remaining healthy gradually increases until it is almost as good as if you had never smoked. The risk of a heart attack (the greatest danger of cigarette smoking, particularly if you are young or middle-aged), decreases. The risk of lung cancer is much reduced. And, of course, the danger of further damaging delicate lung tissues with cigarette smoke disappears.

"If you have already developed a cough or shortness of breath, you have extra cause to leave cigarettes alone. Naturally, such signs of lung damage are more likely to clear up if you kick the habit now".

Girls have a particular reason to enjoy life without smoking. Like men, women who smoke have more heart attacks, more lung cancer, more lung damage than non-smokers. In addition, those who smoke during pregnancy are more likely to have premature babies. Also, recent evidence suggests that they have a tougher time when they want to quit smoking.

Evidence of the benefits of non-smoking is found among British doctors, many of whom have stopped. The lung cancer death rate among them *dropped 7%* between 1951 and 1961. During the same period the general British male lung cancer death rate *increased 22%*.

SOME OTHER POINTS

YOUR EXAMPLE

When parents smoke, their children are more likely to smoke. However, the example of every adult is important — to other adults as well as to children.

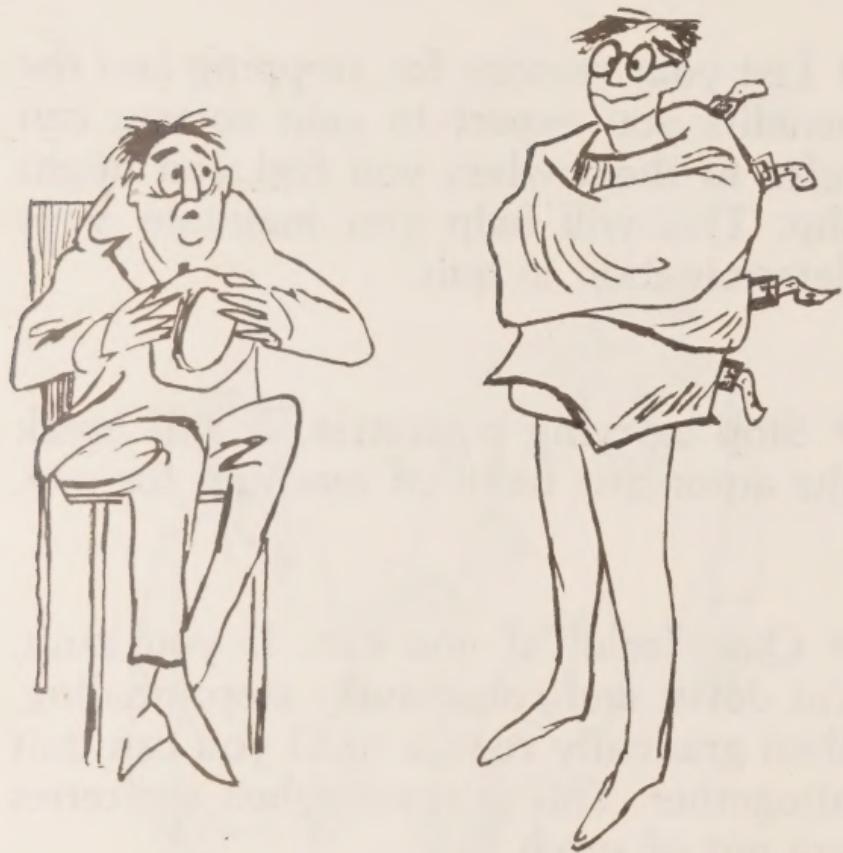
YOUR SAFETY

One-third of all property fires in Canada in 1964 were due to smoking, the largest single cause of such fires. These fires cause many deaths, particularly of the very young and the very old. Smoking is second only to lightning as a cause of forest fires.

YOUR POCKETBOOK

If you're a pack-a-day smoker and decide to quit, the money you save will buy a record-player in three months, a hi-fi or television set in a year, a motorbike or trip to Europe or the Caribbean in two years.

IF YOU WANT TO STOP SMOKING, WHAT THEN?



"I see you've given up smoking yourself, doctor."

Well, it's not easy. It may be one of the hardest things you ever tried. Of those who do try, some never make it. **ONE THING IS CERTAIN, NO ONE CAN DO IT FOR YOU.** But, if you have what it takes, here goes:

- A good time to kick the habit is when there is a change in routine — a few days in bed with a cold or other illness, a holiday or weekend, a business trip; in fact anything that feels like a fresh start. If you need to stop because of an illness or choose to stop on a holiday, why start again?
- List your reasons for stopping and the benefits you expect to gain so you can refer to them when you feel you might slip. This will help you maintain your determination to quit.
- Stop carrying cigarettes. It will break the automatic habit of reaching for one.
- Quit "cold" if you can. If you can't, cut down and consciously stop inhaling, then gradually reduce until you can quit altogether. This is easier when cigarettes are out of reach.
- Let others know your intention. The fact that they will be watching will serve to strengthen your resolution.
- Recognize your smoking pattern. Smoking is often a matter of doing something with one's hands or filling in time, a substitute for physical activity. Determine when you are most likely to want a

cigarette — the "hungry" times in your day. Fill these periods with something that will compensate for not smoking, e.g. drink lots of water or fruit juices.

- Whenever you feel the urge to smoke, take frequent deep breaths to remind yourself how good fresh air is, how healthy your lungs are becoming. Take



How long has this wonder called air been around?

more exercise and keep active. Read more — get your mind limbered up too.

- Don't overeat to make up for the cigarettes. But don't worry if you gain a pound or two. Nibble on apples and other fruit, avoid candies, including peppermints. Eat lots of protein — meat, fish and cheese. Remember that alcohol may increase your desire both to smoke and eat.
- Team up with someone to make the break, especially your husband or wife. Share your experience. Help someone while helping yourself.
- Mark Twain said it's easy to stop smoking. He had done it thousands of times. We hope you will only have to stop once.

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